Heroes of Pymoli

1. The age groups that pay the most for equipment sit between the ages of 15-25 spending on average over $100 per person. Focusing on growing the percentage of younger players who might pay could increase sales as they begin to fall into the age groups that pay the most.
2. Being able to view the top spenders and find out what age group they fall in could help with general marketing to an age group with a specific top spender.
3. Along with that viewing the most popular and most profitable items could create opportunities to add new equipment that resemble those items but have slightly different characteristics.